

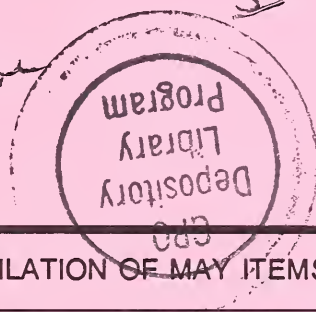
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# Inside Information

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Review



United States Department  
of Agriculture

Office of Public Affairs

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**INSIDE INFORMATION** is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Programs and Planning, Office of Public Affairs, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

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**EDITOR'S NOTE:** Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

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## DEAN OF U. OF VERMONT COLLEGE OF AG AND LIFE SCIENCES IS TELEVISION CELEBRITY

Having a background in 35mm motion picture news photography, the new dean of the College of Agriculture and Life Sciences at the University of Vermont, Donald McLean, has been hosting some segments of their popular television series, ACROSS THE FENCE.

One of McLean's goals was to help people better understand the mission of the Agricultural Experiment Station and Extension Service. He hosted several on-location programs highlighting research projects of scientists in the experiment station, and has just completed tapings at each of the 14 Extension county offices in Vermont. On these telecasts viewers were given a tour of the office, an introduction to the staff and faculty, as well as an opportunity to meet satisfied clients.

Currently, McLean is working with program producer, Lyn Jarvis, on a series of telecasts to show how agricultural research is being applied by Extension faculty on farms throughout the state.

"We feel that these programs have really helped people understand how the Agricultural Experiment Station and Extension Service can assist them and their families," says McLean. "Now that they know the services that we offer, I want to move to the next step and show how Experiment Station and Extension work together in providing education and assistance to the people of Vermont."

The ACROSS THE FENCE program was first aired on February 14, 1955, on WCAX-TV, the CBS affiliate in Vermont. The show airs at 12:10 p.m. and, for 35 continuous years, has beamed the message of Extension and Experiment Station to hundreds of thousands of Vermonters.

The latest Arbitron ratings show that the program received a share of 48 percent. This means of all the television sets in use at the time of the broadcast, almost half are tuned to ACROSS THE FENCE, or more than 100,000 daily viewers for the telecast.

Thanks to Lyn Jarvis, TV specialist with the University of Vermont Extension Service and Agricultural Experiment Station, for this story.

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## USDA'S COMPUTERIZED INFORMATION DELIVERY (CID) SERVICE SHOWS ENORMOUS GROWTH

If you want to know what USDA's Computerized Information Delivery Service (CID) has been up to the past few months, here's a rundown. CID, of course, is USDA's primary online service to deliver current information highspeed in bulk to the public. It went public in 1985. And, it grew enormously between fiscal years 1987 and 1989.

— Private industry subscribers used 61% more information in FY '89 than in FY '87 (6,747,717 vs. 4,094,104 lines).

— State and federal subscribers used 176% more information during the same period, (2,084,925 lines compared to 753,807 lines).

— USDA agencies loaded only 20% more lines of information into the service during the period (2,022,140 compared to 1,687,965 lines).

— And they paid only 36% more in loading costs in FY '89 than in FY '87 (\$83,826 compared to \$61,765).

That totals to 82% more information being retrieved from the service (8,832,642 lines in FY '89 compared to 4,847,911 in FY '87).

So that's 82% more information used for only 36% more money.

There are reasons for the growth in use of USDA data online.

1) We loaded 16% more. Private industry news and information services that subscribe to CID asked USDA to load more information.

2) CID has more level one subscribers now. It still has only 55 or so, about the same number as a year ago. However, in the past few months the number of news and information services has doubled—organizations that multiply USDA information—from 12 to 24. They use more information to service their varied customers than non-multipliers use to get information they want to use internally.

Some non-news organizations, such as the Rice Millers Association, put USDA information on an electronic bulletin board for fast access by their association members.

3) Then there's growth of the industry. There's a big and growing demand for USDA information distributed online. There are thousands of online data bases in America. More people are looking for information online, already typed, on a screen, ready for rewriting and routing electronically to another office, state or country.

Early this fiscal year, after Martin Marietta Corporation—the CID Service contractor—won the new contract, Millard Bierman and Jim Hawley of Martin Marietta told USDA CID subscribers the cost of the CID Service would go down dramatically. They meant it. The contract became effective October 1.



Comparing the first six months of this fiscal year, 1990, with the first six months of FY 1989, produces these figures: a 70% volume discount, rather than 50% as under the old contract. And we get a 15% rebate for loading agencies rather than a 10% rebate. Next year it will be 16% and the year after 17%.

USDA's Office of Public Affairs during that six month comparison is spending 37% LESS money (\$2,977.28 vs. \$4,729.84) than during the six months a year ago, to:

- load 21% MORE information (74,666 vs. 61,695 lines),
- get about 54% MORE pickup from private industry (512,737 vs. 333,058 lines),
- get 53% more pickup from federal and state users (219,321 vs. 143,540 lines).

OPA expects to save about \$3,500 this year over last year to put out at least the same amount of information.

For further information on the CID Service, contact: Russell Forte at 202-447-5505.

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## **USDA'S FOOD AND NUTRITION SERVICES RELEASES BROCHURES FOR LOW-INCOME FAMILIES**

USDA's Food and Nutrition Service has published four brochures, "Make Your Food Dollars Count," for families who receive food stamps.

Designed for people with limited resources, the brochure series helps low-income families get maximum food value for minimum money.

One brochure discusses ways to reduce sugar, salt, and fat in the diet and includes sample menus and basic advice on reading food labels. Others look at the benefits of fruits, vegetables, and legumes.

The brochures are available free from Food and Nutrition Service, USDA, 3101 Park Center Drive, Alexandria, VA 22302.

For more information, contact: Phil Shanholtzer, 703-756-3276.

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## **U.S. SENATE SIGNS UP FOR USDA'S COMPUTERIZED INFORMATION DELIVERY SERVICE.**

It's official. The United States Senate now subscribes to USDA's CID Service. The Senate Computer Center (SCC) turned in its purchase order May 4, to Martin Marietta Corporation, USDA's contractor for the CID Service.

Senator Rudy Boschwitz of Minnesota was first to sign up, and Senators Daschle (S.D.) and Burdick (N.D.) have expressed interest.

The CID Service will appear as one of several menu selections on senators' screens after they sign on to the SCC. When senators want to access the CID Service, they select that choice on their screen. Their staffs and committees will have access, too.

The SCC computer will automatically dial Martin Marietta's computer in Orlando, Fla., and senators can read Foreign Agricultural Service agricultural attache' reports, Economic Research Service outlook and situation reports, and check Office of Transportation's information to learn about the situation in their home states. It's a local call, as it is anywhere in the country.

While most users probably view information on the CID Service as national, much of the information in the service can be used regionally.

Senators can examine crop reports by the National Agricultural Statistics Service to check on crop yields back home. Senate staffs can review press releases about activities in their home states from Packers and Stockyards Administration, Farmers Home Administration, and Agricultural Marketing Service (AMS).

Senators can look into soil and water conservation management around their home states, select Agricultural Cooperative Service information on farm cooperatives for their newsletter and read daily AMS market reports to see what buyers and sellers in their states are getting.

Reports issued by Agricultural Stabilization and Conservation Service, Extension Service, World Agricultural Outlook Board, and backgrounders and press releases issued through the Office of Public Affairs will be available to them within minutes of USDA release.

The SCC will be responsible for paying the entire bill. Senators will reimburse SCC. Each Senate user will go through Martin Marietta to get necessary user identification numbers and passwords.

Martin Marietta will set up user "profiles"—lists of reports Senate users want—and provide other training as necessary. The SCC will inform the Senate of availability of the service.

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## **USDA'S OFFICE OF PUBLIC AFFAIRS OFFERING SATELLITE FEED OF FOOD SAFETY VIDEO**

USDA's Office of Public Affairs is offering a satellite feed of a 12-minute informational video on food safety issues, May 17, from 10-10:30 a.m. It will air twice on Westar IV, Transponder 10D (Channel 19), Audio frequency 6.2/6.8, downlink frequency 4080 Mhz.

The video was produced by the National Council for Farmer Cooperatives and covers several aspects of food safety issues. It includes comments by Deputy Secretary of Agriculture Jack Parnell. The purpose of this satellite feature is to encourage dialogue and improve understanding of food safety issues.

Please notify your local offices about this availability. We encourage them to contact their local TV stations to make them aware of this satellite feed. After the satellite telecast, the Office of Public Affairs would like reports of any local usage by station name and time of airing.

Please send call in reports to Rosemary Ramirez at 202-447-8005.

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## **PUBLIC AFFAIRS CONTACTS COMPILED BY USDA'S AFRICANIZED HONEYBEE ISSUE TEAM**

USDA's Public Affairs Issue Strategy Team on the Africanized Honeybee, headed by Elizabeth Board, chair, and George Holcomb, coordinator, has compiled a list of public affairs contacts in various states plus key information sources in several USDA agencies. The list, including latest telephone numbers and addresses, follows:

### **AFRICANIZED HONEYBEE PUBLIC AFFAIRS CONTACTS**

#### **USDA's POLICY ON HONEYBEES**

Phil Villa-Lobos  
USDA, Office of Press and Media Relations  
Room 459-A  
Washington, DC 20250

TEL 202-447-3088  
FAX 202-447-5340  
TELEMAIL: BEE.ALERT  
DIALCOM: AGR003

#### **HONEYBEE MANAGEMENT, HONEY PRODUCTION**

Dr. James Tew  
USDA, Extension Service, ATI-OSU  
1328 Dover Road  
Wooster, OH 44691

TEL 214-264-3911  
FAX 214-264-3911  
TELEMAIL: JTEW

Stuart Sutherland  
USDA, Extension Service  
Room 3329-S  
Washington, DC 20250

TEL 202-447-4653  
FAX 202-475-5289  
TELEMAIL: RGOMEZ

#### **AFRICANIZED HONEYBEE (AHB) RESEARCH**

Kim Kaplan  
USDA, Agricultural Research Service  
B-005, Room 335, BARC-West  
Beltsville, MD 20705

TEL 301-344-3932  
Fax 301-344-1726  
TELEMAIL: CI.INFO  
DIALCOM: AGR081

#### **AHB RESEARCH AT STATE COLLEGES AND UNIVERSITIES**

John Naegele  
USDA, Cooperative State Research Service  
Room 328-B, Aerospace Bldg.  
Washington, DC 20250

TEL 202-447-5152  
Fax 202-382-6152  
TELEMAIL: JNAEGELE  
DIALCOM: AGS3301

#### **USDA PROGRAM IN MEXICO, EMERGENCY ACTIONS**

Janna Evans (alternate Caree Lawrence)  
USDA, Animal and Plant Health Inspection Service  
6505 Belcrest Road, Room 613-FB  
Hyattsville, MD 20782

TEL 301-436-7251  
Fax 301-436-5221  
TELEMAIL: LPAS.PA  
DIALCOM: AGR057



Mary Yurkovich  
USDA, Animal and Plant Health Inspection Service, IS  
U.S. Embassy - Mexico City  
P.O. Box 991  
Brownsville, TX 78520

TEL (Internat'l Call)  
011, 525-520-6892,  
520-4551, 520-4444  
Fax 525-540-5701  
TELEMAIL: IS.A.MEXICO

#### TEXAS

Dave Mayes (alternate Barry Jones)  
Texas Agricultural Extension Service  
229 Reed McDonald Bldg.  
College Station, TX 77843-2112

TEL 409-845-2895  
Fax 409-845-2414

#### FLORIDA

Phyllis Habeck (alternate Maeve McConnell)  
Florida Dept. of Agriculture, Plant Industry Div.  
1911 S.W. 34th Street  
Gainesville, FL 32608

TEL 904-372-3505  
Fax 904-374-6801

#### GEORGIA

Lisa Ray  
Georgia Department of Agriculture  
Room 300 Capitol Square  
Atlanta, GA 30334

TEL 404-656-3689  
Fax 404-656-9380  
DIALCOM: SDA100

#### CALIFORNIA

Gera Curry (alternate Len Foote)  
California Department of Food and Agriculture  
1220 N Street, Room 304  
Sacramento, CA 95814

TEL 916-445-3588  
Fax 916-322-5913

#### ARIZONA

Larry Stanford (alternate Ivan Shields)  
Arizona Commission on Agriculture and Horticulture  
1688 W. Adams, Room 421  
Phoenix, AZ 85007

TEL 602-542-4373  
Fax 602-542-5420  
TELEMAIL:  
PPQ.SPRO.PHOENIX.AZ

#### NEW MEXICO

Lara Dickson (alternate Dr. Carol Sutherland)  
New Mexico Department of Agriculture  
P.O. Box 30005, Dept. 3189  
Las Cruces, NM 88003-0005

TEL 505-646-2804  
Fax 505-646-3303  
TELEMAIL:  
PPQ.SPRO.LASCRUCE.NM

#### ALABAMA

Gale Norman (alternate Guy Karr)  
Alabama Department of Agriculture  
1445 Federal Drive  
Montgomery, AL 36193

TEL 205-261-5872  
Fax 205-240-3135

#### LOUISIANA

Larry Michaud (alternate Mike Meaux)  
Louisiana Department of Agriculture and Forestry  
5825 Florida Blvd.  
Baton Rouge, LA 70806

TEL 504-922-1234  
Fax 504-922-1253

For further information, contact Elizabeth Board at 202-447-4614, or George Holcomb at 202-447-5746.

## **'AG IN THE CLASSROOM' NAT'L CONFERENCE TO BE HELD IN WASHINGTON, DC, JUNE 3-5**

The Ag in the Classroom (AITC) National Conference will be held on June 3-5, at the Capitol Holiday Inn at 550 C Street, S.W., Washington, D.C. The conference theme will be "Agricultural Literacy in a Changing World."

Elementary and secondary school teachers; college and university instructors; federal, state, and local government officials; and farmers and ranchers will converge to share their success stories. They will come from across the United States and Canada toting instructional materials, agricultural magazines, videotapes, slides, displays, and newspaper clippings that tell the story of their work in helping students to learn more about agriculture.

Among USDA officials appearing on the program are Deputy Under Secretary Ann Veneman, Deputy Secretary Harry Mussman, and Cooperative State Research Service Administrator John Patrick Jordan.

A visit to the Beltsville Agricultural Research Center and the National Agricultural Library are on the schedule for Monday afternoon, June 4, followed by a reception that evening in the USDA Administration Building Patio. Many USDA officials will attend, including Secretary Yeutter and Deputy Secretary Jack Parnell.

Teachers from Kansas, Ohio, Minnesota, Illinois, and Virginia will describe the approaches they follow to integrate agricultural information into their math, science, social studies, language arts, and music curriculum.

For more information, contact: Shirley Traxler, 202-447-5727.

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## **NEW PASSWORDS NEEDED BY U.S. GOVERNMENT PRINTING OFFICE 'PICS' USERS**

When the telephone answering device for the U.S. Government Printing Office's (GPO) mainframe computer crashed during April, all of the sign-on passwords of the Procurement Information and Control System (PICS) users were lost. As a result, PICS customers must be assigned new passwords.

With the entire GPO Systems Support team working together, most of the new passwords were issued within a few days. However, because the recent long distance telephone system conversion, GPO no longer has access to FTS. For some agencies, the only numbers GPO has are FTS.

If you are a PICS user and have not received a new password, contact GPO's Systems Support personnel at 202-275-1243.

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## **AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) ANNOUNCES ELECTION RESULTS**

New officers for the 1990-91 Agricultural Communicators in Education calendar year are: Larry Whiting (Ohio State University), president; Dave King (Purdue University), president-elect; and Gary Hermance (University of Florida), vice president.

New board members and regional directors for 1991-93 are Terry Meisenbach (University of Nebraska), North Central; Keith Remy (Mississippi State Univ.), Southern; and Denver Browning (USDA), D.C.

Officers will assume their new posts at the conclusion of the July 14-18 international meeting in St. Paul, Minnesota.

New D.C. Region officers are Kathy Selberg (USDA Extension Service), president; Sharin Sachs (USDA Food Safety and Inspection Service), vice president; DeBoria Janifer (USDA Office of Public Affairs), secretary; and Caree Lawrence (USDA Animal and Plant Health Inspection Service), treasurer.

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## **GPO SUDOCs NEEDS TO BE NOTIFIED OF SUBSCRIPTION ITEM SPECIFICATION CHANGES**

When making changes in the specifications of subscription items sold by the Superintendent of Documents (SuDocs), U.S. Government Printing Office, it is extremely important to notify the proper area within SuDocs.

In the past, agencies have merged two subscriptions, changed a subscription item to a single publication, or have even discontinued publishing a subscription item without notifying SuDocs. Such decisions can lead not only to confusion on the part of the subscriber, but to substantial costs when SuDocs must issue refunds or handle numerous complaints and questions from its customers.



If you are planning to make any changes in the specifications of your subscription items, notify Terry Neal at 202-275-3330, as soon as possible.

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#### **FORMER CHIEF OF EDITORIAL BRANCH IN USDA’S OFFICE OF INFORMATION DIES**

Edna Carmichael, long-time chief of the Editorial Branch of the Publications Division in USDA’s Office of Information, died on May 23. She was 68.

Carmichael retired from USDA in 1988 after a long illness preceded by a stroke. She is survived by a daughter, Erica.

Interment will be in Texas.

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#### **U.S. GOVERNMENT PRINTING OFFICE AWARDS FOUR CD-ROM SOFTWARE CONTRACTS**

As a part of the U.S. Government Printing Office’s (GPO) commitment to fulfill CD-ROM needs, four contracts have been awarded recently for retrieval software.

With the variety provided by each of four different contractors, GPO will be able to meet most of the increasing CD-ROM demands without having to acquire custom software.

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CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

June 17-20:

COOPERATIVE COMMUNICATORS ASSOCIATION ANNUAL INSTITUTE  
Holiday Inn Metrodome, Minneapolis, Minnesota  
Contact: 202-857-9500

July 11-12:

INTRODUCTION TO REGIONAL PRINTING  
Denver, Colorado  
Contact: U.S. Government Printing Office, 202-275-1283

July 11 - August 7:

COMMUNICATION PLANNING AND STRATEGY WORKSHOP/SEMINAR  
Cornell University, Ithaca, New York  
Contact: Dr. Royal D. Colle, 607-255-6500

July 14-17:

INTERNATIONAL AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) MEETING  
Radisson Hotel, St. Paul, Minnesota  
Theme: 'Thriving in the '90s'  
Contact: Dave McAllister, Publicity Chair, ACE, c/o Educational  
Development System, 405 Coffey Hall, 1420 Eckles Avenue,  
St. Paul, MN 55108 Telephone 612-625-4261 or 625-4248

August 22-23:

INTRODUCTION TO REGIONAL PRINTING  
Atlanta, Georgia  
Contact: U.S. Government Printing Office, 202-275-1283

December 5-7:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE  
Rosslyn West Park Hotel, Arlington, Virginia  
Contact: NAGC, 703-823-4821

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